



Marketing and Communications Officer

**37 Hours per week, all year round
Scale 5 (12-17) (£22,571-£24,920)**

**Immanuel College
Leeds Road
Idle, Bradford
BD10 9AQ**

Recruitment Information Pack

T: 01274 425900

E: office@immanuel.BDAT-academies.org

W: immanuelcollege.net

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Dear applicant,

Thank you for taking an interest in joining our incredible team here at Immanuel College. This is an exciting time to join us as we continue to grow and make progress on our journey towards being an outstanding provider of education in West Yorkshire and beyond.

We are a thriving and successful 11-18 Church of England school, a member of the Bradford Diocesan Academies Trust since 2016, serving the communities on the northern border between Leeds and Bradford.

Our Christian ethos, built upon foundations of perseverance, character and hope, is very important to us as it means that our students will develop in a caring environment. Immanuel means 'God with us' and sums up what we believe. Our last faith inspection confirmed we are an Outstanding church school that is outstanding at meeting the needs of all students. Joining Bradford Diocesan Academy Trust in 2016 has offered us a wide range of opportunities for colleagues to work with, and to support, colleagues across the entire Trust.

In 2019, Ofsted judged us a 'Good' school, which has *'established strong and determined middle and senior leadership teams, who are ambitious for the school's future and have the capacity to effect the rapid changes and actions the school needs to improve towards becoming outstanding.'* Our students make excellent progress and our GCSE and A Level results are good, with outstanding results in many subjects. We have a thriving and inclusive Post 16 provision and are proud of the successes of all our students, many of whom move onto higher education, including Russell Group universities.

Our next goal at Immanuel College is to become an Ofsted Outstanding school. The community we serve faces levels of socio-economic deprivation and the achievement of their children is a vital basis for their future life chances. As Headteacher I am fortunate to work with an extremely talented staff team who demand the highest standards of teaching and learning and deliver this with commitment and enthusiasm. We need staff with energy, drive and a passion for developing the potential of every student.

We offer a comprehensive and personalised CPD programme, consisting of internal and external courses and training, which are intended to develop teacher and support staff expertise. We place great emphasis on common goals and teamwork, and as a school we are consistently looking for ways to further 'raise the bar' for all of our students and staff.

If you share our enthusiasm for learning and improving the opportunities for young people, then please do not hesitate to get in touch.

I look forward to meeting you and reading your application.

Best wishes

Mrs Ellen Doherty - Acting Headteacher

Immanuel College Our Goals and Values

Immanuel College is founded on a Christian ethos with a strong aim of working cohesively in the best interests of our students. We are proud of being a fully inclusive school where we celebrate the diversity of our staff and students truly encompassing the view that we are all God's children. This is reflected in our vision:

"A whole school - a family of students, teachers, parents, carers, governors and the Church that puts our students' academic and personal development at the heart of all we do."

Our goal is to continue to be a successful school, by any measure, because we set high standards and we aim for excellence. We value our past but look to invest in our future to leave the school even stronger than when we joined it.

We will achieve the three pillars of our vision by living and breathing a common set of behaviours.

1. One School – The Immanuel Family

We are one school, a collective team that aims to bring the best of Immanuel to our students, recognising them as individuals. We create an enjoyable environment to learn and grow. Sharing and teamwork will be natural. We will:

- aim to get the best from our students
- be agile and flexible
- share knowledge and bring fresh insights
- always act in the interest of the whole school

2. A Place of Learning and Development

Our students and staff will relish their time and experience at Immanuel College. We have talented, enterprising and intellectually curious people who will use their knowledge and skills to achieve success. It is this purpose that enables us to attract, develop and excite students, staff and indeed all our stakeholders. We will:

- be positive and energise others
- invest in personal relationships
- listen with interest and curiosity, encouraging diverse views
- have a thirst for learning and developing others

3. Do the Right Thing

We take pride in all we do and do it with integrity, confidence and humility. We support one another and our communities. We have the courage to express our views. We will:

- put ourselves in each other's shoes
- never be satisfied with second best
- treat people in a way we would like to be treated
- always be brave enough to challenge the unacceptable
- act with integrity and enhance our reputation

We must all accept personal responsibility to play our part in driving our school, demonstrating these values and behaviours - opting out is not acceptable. Put simply, this is how we define success.

'You are all children of God There is neither Jew nor Gentile, neither slave nor free, nor is there male and female, for you are all one in Christ Jesus.' (Galatians 3:26-28)

About BDAT

Immanuel College is an Academy within Bradford Diocesan Academies Trust. If you are successful in being appointed, the Trust will be your employer.

General Information and Background

Bradford Diocesan Academies Trust (BDAT) is a Multi- Academy Trust (MAT) supporting a number of primary and secondary academies in Bradford. BDAT is the only Church of England MAT operating in Bradford, as part of the Diocese of Leeds.

BDAT is a charity, governed by a board of trustees who are responsible for, and oversee, the management of the company. The Memorandum and Articles are available on the Trust's website at www.bdat-academies.org.

Our mission statement

"The Trust's mission is to provide an education of the highest quality within the context of Christian belief and practice." We believe every child only has one chance at a good education.

In practice, as a Trust, we seek to work with and alongside the academies in our Trust to provide a good quality of education to all children in our academies. The Trust does this through operating a light touch support role for academies at times of challenge and by establishing collaborative structures and processes to enable our academies to work together and share good practices. As our family of academies continues to grow, we are constantly looking at how we can continue to improve to establish effective and efficient ways of partnership working.

Our growth

BDAT was established in 2012 to support both primary and secondary Church schools needing support within an academy model. As of February 2021, the BDAT family of schools consists of 17 schools: thirteen primaries and four secondaries. For more information on BDAT, visit www.bdat-academies.org.

Our Christian ethos

BDAT is a proudly Christian organisation committed to providing high-quality education for all within an ethos which encourages academic, vocational, mental, physical, and spiritual opportunities and development for each member of its academies. Whilst robust Christian principles underpin the work of the Academy, everyone is encouraged to explore their own spirituality and to recognise and understand that of others. It is for this reason that we choose to support and sponsor Non-Church of England Academies, as well as those within the faith

Inclusion

As a Trust we are an inclusive employer. We welcome applications from candidates of all backgrounds, faith, ethnicities or with any protected characteristics. We are simply looking for the very best candidate for the job and will assess your application only on the information in your written application or your performance at interview should you be successfully shortlisted.

We will ensure that the selection process is fair and without discrimination for or against any candidate based on age, ethnicity, gender, religious beliefs, marital status, sexual orientation or disability. The person specification sets out the criteria used to assess candidates through the selection process.

Application Process

The closing date for all applications is 9am on Friday 15th July 2022.

Completed applications must be returned to Katie Green at Immanuel College ideally by email to katie.green@immanuel.bdat-academies.org

Postal applications should be returned to Katie Green, Immanuel College, Leeds Road, Bradford, BD10 9AQ.

All applications will be acknowledged within 24hrs. Should you fail to receive a confirmation, please call 01274 659827.

An email will be sent to shortlisted candidates with details of the interview process. If you have not heard from us within 2 weeks of the closing date please assume your application has been unsuccessful.

Queries

If you have any queries on any aspect of the application process or need any further information please contact Katie Green on 01274 659827 or email katie.green@immanuel.bdat-academies.org



Job Description

POST TITLE: Marketing & Communications Officer

SCALE: 5 (12-17) (22,571 - £24,920) 37 hours All Year Round

REPORTING TO: Headteacher

The following information is furnished to assist staff joining the College to understand and appreciate the work content of their post and the role they are to play in the organisation.

PRIME OBJECTIVES OF THE POST:

To manage all aspects of marketing and communication for the College. This will include the planning, creation, monitoring and quality assurance of all communications with parents/stakeholders.

It will also include keeping up to date with the latest digital technologies and social media trends, with responsibility for the website, Twitter and other media platforms, keeping abreast of current and upcoming topics.

SUPERVISORY/MANAGERIAL RESPONSIBILITIES:

No direct supervision over other members of staff.

SUPERVISION AND GUIDANCE:

Line managed by the PA to the Headteacher, responsible to the Headteacher/Business Manager referring complex problems for guidance.

RANGE OF DECISION TAKING:

Expected to exercise personal judgement and discretion within established college policies and practices. To interpret guidelines and to ensure accuracy and consistency of information.

RESPONSIBILITY FOR ASSETS, MATERIALS ETC:

Will have access to confidential college information relating to staff, pupils, parents, pupil assessment data etc.

N. B. Whilst every endeavour has been made to outline all the duties and responsibilities of the post, a document such as this does not permit every item to be specified in detail. Broad headings therefore may have been used below; in which case all the usual associated routines are naturally included in the job description.

RANGE OF DUTIES:

1. Design and produce marketing material (prospectus, brochures, posters, flyers, newsletters etc.), sourcing student testimonials, liaising within house and, where applicable, external designers for all production issues.
2. To be responsible for ensuring that all communications with stakeholders are timely, accurate, well presented and meaningful in liaison with members of the Senior Leadership Team, appropriate members of staff or line manager.
3. Maintain, monitor and update the website and other e-marketing communications to ensure compliance, effectiveness and engagement. Update information about the College held on external websites. Create fresh and up to date content for the website and provide ideas and input into the development of new e-marketing materials and campaigns.
4. Request and collate material and edit copy for the monthly newsletters liaising with curriculum and support staff.
5. Create and schedule social media content linked to College events, keeping stakeholders fully informed of College priorities.
6. Be responsible for all photography and video production within the College. Maintain a photo library and arrange photoshoots and filming with students and staff.
7. To co-ordinate the production of displays in line with the college's strategic vision, liaising with outside agencies as appropriate.
8. To act as an excellent ambassador for the college, supporting promotional and recruitment events as required (e.g. Open Evenings etc.) keeping abreast of best practice marketing and PR activities that are available.
9. Be aware of and comply with policies and procedures relating to child protection, health, safety and security, confidentiality and data protection, reporting all concerns to an appropriate person.
10. To support, uphold and contribute to the development of the College's diversity and equal rights policies and practices in respect of both employment issues and the delivery of services to the community.
11. To contribute to the overall ethos/work/aims of the college and appreciate and support the role of other professionals.
12. To contribute to the efficient running of the college by contributing to the development of any systems to meet changing needs and improvements to the service provided.

13. May from time to time be required to undertake other ad hoc duties commensurate with the grade and level of responsibility defined in this job description.

NOTE

1. As an equal rights employer we are committed to make any necessary reasonable adjustments to the job role and the working environment that would enable access to employment opportunities for disabled job applicants or continued employment for any employee who develops a disabling condition.

Personnel Specification

ATTRIBUTES	ESSENTIAL	DESIRABLE	HOW IDENTIFIED
Qualifications	<ul style="list-style-type: none"> • GCSE Maths and English at Grade C or above (or equivalent). 	<ul style="list-style-type: none"> • Degree/level 4 equivalent in Design or Marketing. 	<ul style="list-style-type: none"> • Application Form • Sight of original certificates
Experience	<ul style="list-style-type: none"> • Experience in graphic design • Experience in managing communications with stakeholders of an organisation. • Recent experience in public or private sector marketing, communications and administration, using computerised management information systems. • A proven track record of delivering measurable results. • Experience in successful prioritisation/ project management. 	<ul style="list-style-type: none"> • Experience of SIMS.net • Experience of Adobe package • Experience of dealing with the public. • Experience of dealing with children/young adults. • Previous experience of working in a school environment. • Experience of dealing with the media. 	<ul style="list-style-type: none"> • Application Form/ Interview • Application Form/Interview • Application Form/Interview • Application Form/Interview
Special Knowledge	<ul style="list-style-type: none"> • Knowledge of latest digital technologies and social media trends. • Knowledge of office methodologies (e.g. manual and electronic filing systems, correspondence files etc.). 	<ul style="list-style-type: none"> • Knowledge of School Procedures. 	<ul style="list-style-type: none"> • Application Form/Interview
Personal Circumstances	<ul style="list-style-type: none"> • Able to work the specified hours of the post. Will not require leave of absence during term time (save for sickness or compassionate leave). • Able to attend training courses as appropriate where the hours may vary from those specified for the post. • Able to attend meetings and events out of normal school hours. • Good attendance and timekeeping. • Legally entitled to work in the UK (Asylum and Immigration Act 1996). 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Interview • Application Form • Application Form • Application Form • Passport confirming right of abode in the UK

ATTRIBUTE	ESSENTIAL	DESIRABLE	HOW IDENTIFIED
Equal Opportunities	<ul style="list-style-type: none"> • Candidates should indicate an acceptance of, and a commitment to, the principal of the College's Equal Rights policies and practices as they relate to employment issues and to the delivery of services to the community. 		<ul style="list-style-type: none"> • Application Form/Interview
Disposition and Adjustment	<ul style="list-style-type: none"> • Willingness to support the Christian Ethos of the College. • Able to cope with special pressure of school life, demonstrating a resilient character. • Able to rationalise conflicting demands and pressure. • Flexible approach, dependable and loyal – ability to work within a small team and with a wide range of people. • Willingness to undertake a diverse range of duties according to the demands on the team. • Proactive and solution focussed approach to people and tasks. 		<ul style="list-style-type: none"> • Interview • Application Form/Interview
Practical and Intellectual Skills	<ul style="list-style-type: none"> • Excellent proof-reading skills. • Excellent written communication skills. • Proven organisational skills. • Excellent oral communication and numeracy skills. • Keyboard skills and ability to work with precision and speed. • Must demonstrate good inter-personal and listening skills with the ability to build positive relationships with all stakeholders. 		<ul style="list-style-type: none"> • Application Form • Application Form • Application Form • Test • Interview

ATTRIBUTE	ESSENTIAL	DESIRABLE	HOW IDENTIFIED
Training	<ul style="list-style-type: none"> Commitment to own personal and professional development, being prepared to undertake training relevant to the post. 	<ul style="list-style-type: none"> Evidence of further training in a range of computer applications and other relevant courses. 	<ul style="list-style-type: none"> Application Form

Personnel Specification

This personnel specification described the job requirements on which the short listing and selection decision will be based. To be selected for an appointment you must be able to show that you meet all the 'essential' requirements for the post. The very best candidates are most likely to also meet the 'desirable' criteria. To ensure that the short-listing panel can make a proper assessment of your suitability for the post, please ensure that the application shows how you meet the requirements set out in the personnel specification.

References and Police Checks

All offers of appointment will be subject to receipt of satisfactory references. Specified post, which involves substantial one to one access to children, will be subject to a search of police criminal records and appointment to these posts will be conditional upon confirmation by the police of information provided to us by the applicant.